‘The New Normal’
RUNNING A SANE MUSEUM IN A MAD WORLD...
How to Stay in Business and Serve Your Stakeholders

National Canal Museum

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What to think about...

- There is a business of not-for-profit organizations
- And there is a mission at the center of all causes
- Focus on and fulfill the promises of core cause
  \(\text{(That’s your “product,” and your mission)}\)

Smartly run organizations benefit from the passion
A #1 CNN website hit

- Local Icon
- Floating History
- Our mission
But
It eats while we sleep
And
It’s a boat!
Hands-on S.T.E.M

- What was 300,000 runny noses is now 12,000 muddy feet
- $14 million became $300k
- $46.66 per nose is $25/visitor
Holy Grail
Holy Grail
Stay the course…or Change the tack?

- Read the ‘owner’s manual’
- Learn the way things work
- Recognize and accept the way things are
Benefit, Benefit, Benefit

To stakeholders …
- Donors
- Members
- Residents
- Visitors
- Elected
- Community Leaders
- Influentials
- Government Agencies
- Enthusiasts
- Educators/Students
- Regional NFP
- Local Business
ID Key Purposes…

- Historic Preservation
- Natural Resource Protection
- Interpretation and Outreach
- S.T.E.M
- Heritage Tourism
- Recreation
- Economic Impact
And is it...

- Strategic
- Significant
- Profitable
What’s the…

- Focus
- Balance
- Capacity
Plus...

- Territorial Imperative
- The Product
- The Competitive Set
Mission…

- At the core of all causes
- Channel the Passion
- Greatest Hits
Leadership

- Responsibility
- Communities
- Cycle
Grow or die?

- Bigger is not always better
- Sprawl
- Overhead
Partnerships

- Add reach
- Enhance impact
- Lessen risks/costs
- Maintain focus
The Business of Non-Profits

- A cost to serve
- Run basic analyses
- Calculate cost vs. value
- Sustainability
Always

- Study and Think
- Act
- React
- Kaizen
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- A smartly run organization benefits from the passion. Use and depend on it.